

**B.A. IN FASHION MERCHANDISING AND
PRODUCTION**

Term-End Examination

December, 2011

BFD-036 : MERCHANDISING PROCESS

Time : 3 hours

Maximum Marks : 100

Note : Attempt all questions.

1. What is a pre-production system in merchandising for apparels ? Write all the steps. 25
 2. Design a merchandise plan for a season for a men's wear brand : 10 product categories. 20
- OR**
- Women's wear brand 10 product categories.
3. Explain the organizational structure of an Apparel export house and describe any 3 departments in detail. 20
 4. List down the three stages of sampling in apparel manufacturing and the various sampling requirement at each stage. 25
 5. List down the documents required for merchandising interface. 10